



State of California • Arnold Schwarzenegger, Governor  
State and Consumer Services Agency

**DEPARTMENT OF GENERAL SERVICES**  
**Executive Office**

---

June 7, 2006

The Honorable Wesley Chesbro, Chair  
Joint Legislative Budget Committee  
State Capitol, Room 5035  
Sacramento, CA 95814

Dear Senator Chesbro:

Pursuant to the requirements of the 2005 Budget Act Item 1760-001-0666, Provision 15, the Department of General Services (DGS) is submitting the Video Production Report.

In keeping with our commitment to encourage conservation, we have posted this report to our website. The report can be viewed at <http://www.legi.dgs.ca.gov/Publications/2006LegislativeReports.htm>. The report is entitled Video Production.

If you wish to receive a printed copy of this report, please contact Geoff Brandt, State Printer, Department of General Services, at (916) 445-5378.

Sincerely,

Ron Joseph  
Director

cc: See attached distribution list

Rob Cook, Deputy Director, Interagency Support Division, Department of General Services  
Geoff Brandt, State Printer, Office of State Publishing, Department of General Services

**DISTRIBUTION #5**  
**LEGISLATIVE REPORT LISTING**

**ORIGINAL LETTER TO EACH OF THE FOLLOWING:**

The Honorable Wesley Chesbro, Chair  
Joint Legislative Budget Committee  
State Capitol, Room 5035  
Sacramento, CA 95814  
(1 original + 17 copies)

The Honorable Kevin Murray, Chair  
Senate Appropriations Committee  
State Capitol, Room 5050  
Sacramento, CA 95814  
(1 original)

The Honorable Judy Chu, Chair  
Assembly Appropriations Committee  
State Capitol, Room 2114  
Sacramento, CA 95814  
(1 original)

The Honorable Wesley Chesbro, Chair  
Senate Budget & Fiscal Review Committee  
State Capitol, Room 5019  
Sacramento, CA 95814  
(1 original)

The Honorable John Laird, Chair  
Assembly Budget Committee  
State Capitol, Room 6026  
Sacramento, CA 95814  
(1 original)

Ms. Elizabeth G. Hill  
Legislative Analyst  
925 L Street, Suite 1000, B-29  
Sacramento, CA 95814  
(1 original)

---

**COPY OF JLBC LETTER TO EACH OF THE FOLLOWING:**

The Honorable Jenny Oropeza, Vice Chair  
Joint Legislative Budget Committee  
State Capitol, Room 2148  
Sacramento, CA 95814  
(1 copy)

The Honorable Sam Aanestad, Vice Chair  
Senate Appropriations Committee  
State Capitol, Room 2054  
Sacramento, CA 95814  
(1 copy)

The Honorable Sharon Runner, Vice Chair  
Assembly Appropriations Committee  
State Capitol, Room 6031  
Sacramento, CA 95814  
(1 copy)

The Honorable Dennis Hollingsworth, Vice Chair  
Senate Budget & Fiscal Review Committee  
State Capitol, Room 5064  
Sacramento, CA 95814  
(1 copy)

The Honorable Rick Keene, Vice Chair  
Assembly Budget Committee  
State Capitol, Room 6027  
Sacramento, CA 95814  
(1 copy)

Richard Costigan, Legislative Secretary  
Office of the Governor  
State Capitol, First Floor, E-15  
Sacramento, CA 95814  
(1 copy)

Happy Chastain, Deputy Secretary-Legislation  
State and Consumer Services Agency  
915 Capitol Mall, Room 200, C-14  
Sacramento, CA 95814  
(1 copy)

Fred Klass, Program Budget Manager  
Department of Finance  
915 L Street, A-15  
Sacramento, CA 95814  
(1 copy)

Jan Boel, Deputy Director--Legislation  
Department of General Services  
707 Third Street, 8<sup>th</sup> Floor, Z-1  
West Sacramento, CA 95605  
(1 copy)

Gary Fujii, Budget and Planning Officer  
Office of Fiscal Services  
707 Third Street, 9<sup>th</sup> Floor, Z-1  
West Sacramento, CA 95605  
(1 copy)

California State Library  
Government Publications Section  
914 Capitol Mall, E-29  
Sacramento, CA 95814  
(2 copies)

Office of Legislative Counsel  
Attention: Indexing Division  
925 L Street, Suite 1150, B-30  
Sacramento, CA 95814  
(1 copy)

Andrew J. Chang, Chief Deputy Director  
Department of General Services  
707 Third Street, 8<sup>th</sup> Floor, Z-1  
West Sacramento, CA 95605  
(1 copy)

Originating Office

**JLBC & FISCAL COMMITTEES--REVISED 04/05/06**



*Department of General Services  
Office of State Publishing*

---

**THE DEPARTMENT OF GENERAL SERVICES  
REPORT TO THE LEGISLATURE:  
VIDEO PRODUCTION**

---

APRIL 2006

**THE DEPARTMENT OF GENERAL SERVICES  
REPORT TO THE LEGISLATURE:  
VIDEO PRODUCTION**

**Reporting Requirements**

The 2005-06 Budget Act Item 1760-001-0666, Provision 15 requires that “no later than April 1, 2006, the Department of General Services (DGS) shall provide to the Chairperson of the Joint Legislative Budget Committee and the chairperson of the fiscal committees of each house of the Legislature a report containing cost and descriptive information for every video production service provided, and to be provided in the 2005-06 fiscal year”. This report is provided to conform to those requirements.

**Program Summary**

The DGS Video Center (VC) is a full service video production studio operated through the DGS Office of State Publishing. It provides State agencies with a variety of professional video production services. Table 1 provides a full description of the program services:

**Table 1 -- DGS Video Multimedia Center Services**

SERVICE	DESCRIPTION
<b>Department Overview Videos</b>	Department overview videos describe a department’s function and duties and are used for events such as town hall meetings or community gatherings. They are very general in nature and basically explain what a department or agency is all about and how people can get help from them.
<b>Presentation Videos</b>	Presentation videos are specifically produced to address a certain topic that interests attendees at a meeting or conference. They are used to set the tone for a specific event.
<b>Training Videos</b>	Training videos describe and illustrate specific procedures in order to explain to employees a certain process or course of action pertaining to their jobs.

<b>Media Kit B-roll Packages</b>	Media kit B-roll packages consist solely of video footage with ambient sound. They can include interview sound bites, but do not include narration.
<b>TV Public Service Announcements</b>	TV public service announcements are prerecorded and reproduced on videotape for television stations as noncommercial advertisements promoting a department or agency event or program.
<b>Radio Public Service Announcements</b>	Radio public service announcements are prerecorded and reproduced computerized audio files for radio stations and noncommercial advertisements promoting a department or agency event or program.
<b>Voiceover Assistance</b>	Voiceovers are the addition of professional voice skills (“announcers” or “talent”) to productions. The DGS can provide these skills to agencies or departments that have Video Production facilities, but lack these services.
<b>Audio/Visual Support</b>	Equipment and technical assistance for press and public events. Video projection and sound support during presentations.

The following information outlines: (1) The number of VC projects completed, approved, and pending to be completed in 2005-06; (2) a brief description of those services; and (3) the actual and projected costs.

DEPARTMENT	TYPE OF SERVICE	AMOUNT	AGREEMENT TERM	TOTALS
<b>Completed</b>				
Health & Human Services	Press Event A/V Support.	\$344	12/20/05	
State & Consumer Services Agency	Video coverage of Clean Air Expo, Bakersfield, CA.	\$2,732	1/18/06 to 1/19/06	
			<b>Subtotal</b>	<b>\$3,076</b>
<b>Approved/Working</b>				
Employment Development	Produce training videos, documentation, still photography. Projects: Media Access Awards, Disabled Youth Leadership Forum, Annual Employer Awards, Employee Orientation, and Web Streaming.	\$150,310	7/01/05 to 6/30/06	
General Services, Procurement Division	Still photography and video documentation of four Surplus Property Auctions.	\$16,340	7/01/05 to 6/30/06	
General Services, Administrative Hearings	Production of Public Education video, editing, captioning, and duplication of videos.	\$2,000	7/01/05 to 6/01/06	

<b>Food &amp; Agriculture</b>	Video duplication services. Video coverage of Ag Day 3/29/06.	\$5,000	10/01/05 to 9/30/06	
<b>Board of Equalization, Taxpayer's Rights &amp; Equal Employment Opportunity</b>	Produce 1 Public Training Video on the Appeal Process. Copy onto DVD and VHS.	\$17,564	1/01/06 to 6/30/06	
<b>Finance</b>	Videotape and edit two training presentations.	\$4,514	2/01/06 to 2/28/06	
			<b>Subtotal</b>	<b>\$195,728</b>
	<b>Pending</b>			
<b>California Victim Compensation and Government Claims Board</b>	Overview Video.	\$14,310	1/30/06 to 6/30/06	
<b>Health Services, Women Infant Children</b>	Public Training Video on Simple Meal Preparation.	\$29,670	2/20/06 to 9/30/06	
<b>Motor Vehicles</b>	Videotape interviews and B-roll shots of drive test examiners and applicants.	\$40,000	2/01/06 to 6/30/06	
<b>General Services, Division of the State Architect</b>	Videotape and edit five training presentations and provide requested DVDs.	\$29,144	4/01/06 to 6/30/06	
			<b>Subtotal</b>	<b>\$113,728</b>
			<b>Total</b>	<b>\$311,928</b>